

**Claims**

1. The use of one or more substances chosen from the group of pyrimidines and purines for intensifying the natural hair color and/or for stimulating melanogenesis in human hair.
2. The use as claimed in claim 1, characterized in that the pyrimidine(s) and purine(s) is or are chosen from the group consisting of purine, uracil, thymine, adenine, guanine, cytosine.